

III. FUTURE CONDITIONS

A. POPULATION AND EMPLOYMENT GROWTH

As the state capital and home of the University of Wisconsin, Madison has tremendous employment opportunities. It is located within driving distance of three major metropolitan areas (Chicago, Milwaukee, and Minneapolis/St. Paul). The east side is also where the Dane County Regional Airport is located, thus attracting regional and national corporate business headquarters. It has long been an inviting place to reside, recently placing in the several top ten lists of most attractive places to live (#2 Best Places to Live, Homeadvisor.msn.com, July, 2002, #2 America's Best Places to Live and Work, Employment Review Magazine, June 2002, #2 Best Place to Live and Work in America, BestJobsUSA.com, May 2002). Madison continues to attract people and the city continues to grow. Nowhere is this more evident than Madison's East Side.

Historical

There is no doubt that the City of Madison has been experiencing tremendous growth in the past 20 years. After a large increase in population from 1960 to 1970 (from 126,706 to 173,258 - 37%), and a small decrease from 1970 to 1980 (-2,642), the City of Madison added 20,646 residents from 1980 to 1990 (Population Distribution Branch, U.S. Bureau of the Census, Sept. 1996). That growth continued to the year 2000 as the City of Madison had the largest number of additional residents of any city in Wisconsin from 1990-2000 (according to the WI Demographic Services Center, January 2000 Population Estimates and US Bureau of the Census, 1990 Census). The City population grew by 16,482 people, more than twice as many as any other city in the state. Oshkosh, population increase 8,186, and Oak Creek, population increase 7,966, were the next highest. From 2000-2002 the City Madison added another 5,625, again the largest increase in the state.

Downtown and the east side of Madison shouldered much of the increase in population from 1960 to 1970. But that trend did not continue, as growth on the east side diminished and the west side of Madison developed. However, 3,439 people or 21% of the population increase from 1990 to 2000 is attributed to developments in the Stoughton Road Study area. While this is a modest increase, based on current development plans the east side is certainly priming itself for a major population increase.

The neighboring municipalities are also experiencing tremendous growth. Dane County had the largest numeric growth of all Wisconsin Counties from 2000 to 2002, adding 12,355 residents. The county has had a growth rate of greater than 10% over ten year periods for the past 30 years. The City of Sun Prairie had the second highest growth rate (6.73%) of cities over 10,000 in population in Wisconsin from 2000 to 2002. In addition, the Villages of Cottage Grove, De Forest, McFarland, and Waunakee have grown by more than 4% in that time. These municipalities house many people whose jobs are in Madison.

Projected

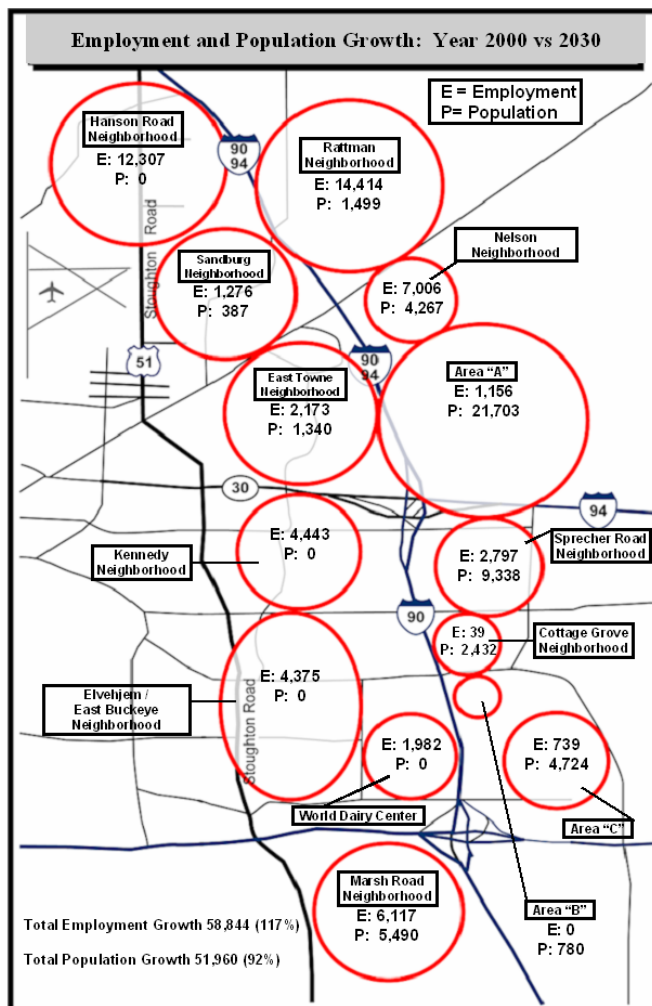
Additional development is proposed for the east side of Madison. Until 1990, growth on the east side of Madison had historically been confined by IH 39/90/94 (see Exhibit 9). This is no longer the case as several developments have been approved for areas east of the Interstate. In the past three years neighborhood plans have been approved for the Hanson Road, Marsh Road, and Sprecher developments. Build-out is continuing in the Rattman, Nelson, and Cottage Grove Neighborhoods.

[Click here for EXHIBIT 9 DEVELOPMENT IN STUDY AREA PDF](#) (606 KB)

The Madison Area Metropolitan Planning Organization (MPO) forecasts population and employment growth based on historical information and approved neighborhood development plans. For this project, the forecasts for the east side of Madison were updated using 2000 census information. Discussions were held at both the Technical and Policy Advisory Committee meetings to determine how much development is anticipated to occur by the year 2030, which would provide a 25 to 30 year planning period. "Full build out" conditions or completion of all developments that were summarized in the East Side Arterial/Collector Roadway Needs Study was used for the population and employment estimates for the Stoughton Road Needs Assessment. Although full build out of these areas may not occur by 2030, the committees felt that current and proposed developments in adjacent communities that were not included in the East Side Study would be completed by 2030, and would make up for the differences in the areas not completely developed.

Population growth is not expected in areas such as the Kennedy and Elvehjem/East Buckeye Neighborhoods, which are already fully developed residentially. Growth in the only three areas that do not have approved neighborhood plans (Areas "A", "B", and "C") has been estimated based upon expected land uses (see Exhibit 10).

EXHIBIT 10 EMPLOYMENT AND POPULATION GROWTH



Source: East Side Arterial/Collector Roadway Needs Study, Madison MPO, April 2002
(Updated with Census 2000 data)

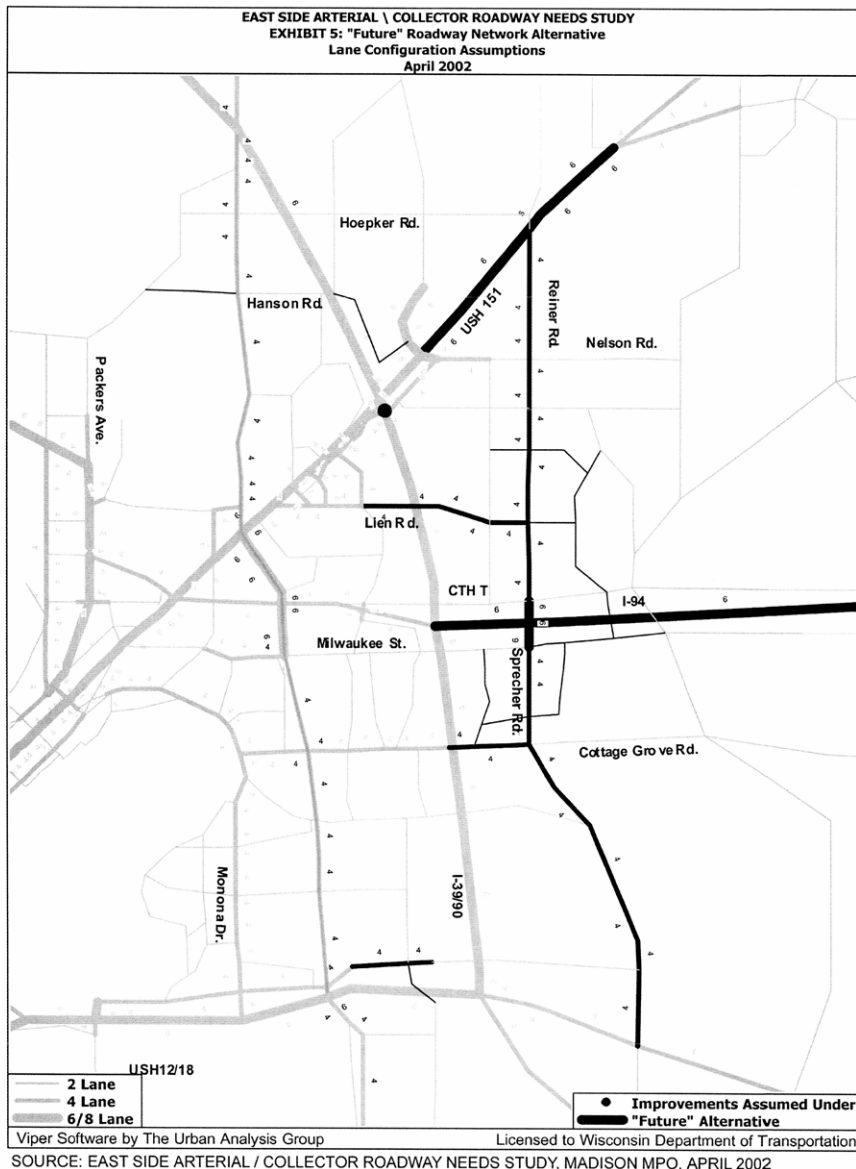
Using the approved development plans the forecasts for the project area are:

- An additional 1,700 residents and 26,000 new jobs in the area around Stoughton Road west of the Interstate. The majority of these jobs will be created in the Hanson Road development.
- Potentially 50,000 new residents (22,000 within approved developments) and 32,000 new jobs in the area east of the Interstate. The majority of the new jobs will be within the Rattman and Nelson developments.

Overall the projections by the Wisconsin Department of Administration, Demographic Services Center, show a continued growth in population in Dane County to nearly 500,000 by the year 2015.

B. FUTURE PLANNED ROADWAY NETWORK

EXHIBIT 11 FUTURE ROADWAY NETWORK



To properly evaluate the future traffic conditions, a realistic roadway network must be established as the basis for future modeling. The Madison Area MPO had developed several versions of the roadway network for the Tranplan model that were used to evaluate a variety of future-year conditions in the East Side Arterial/Collector Roadway Needs Study, completed in April 2002. These roadway networks were presented to the Technical Advisory Committee for review and analysis. Utilizing a realistic network is crucial, because it is the basis for identifying future needs and problems. The Technical Advisory Committee decided that the roadway network to be utilized for the future year traffic modeling in this study would include the projects currently included in the Long Range Transportation Plan and six lanes on the new Reiner/Sprecher arterial between CTH T and Milwaukee Street.

The future roadway network used in the modeling is illustrated in Exhibit 11.

The future roadway network assumes the current transportation network plus the major projects summarized below:

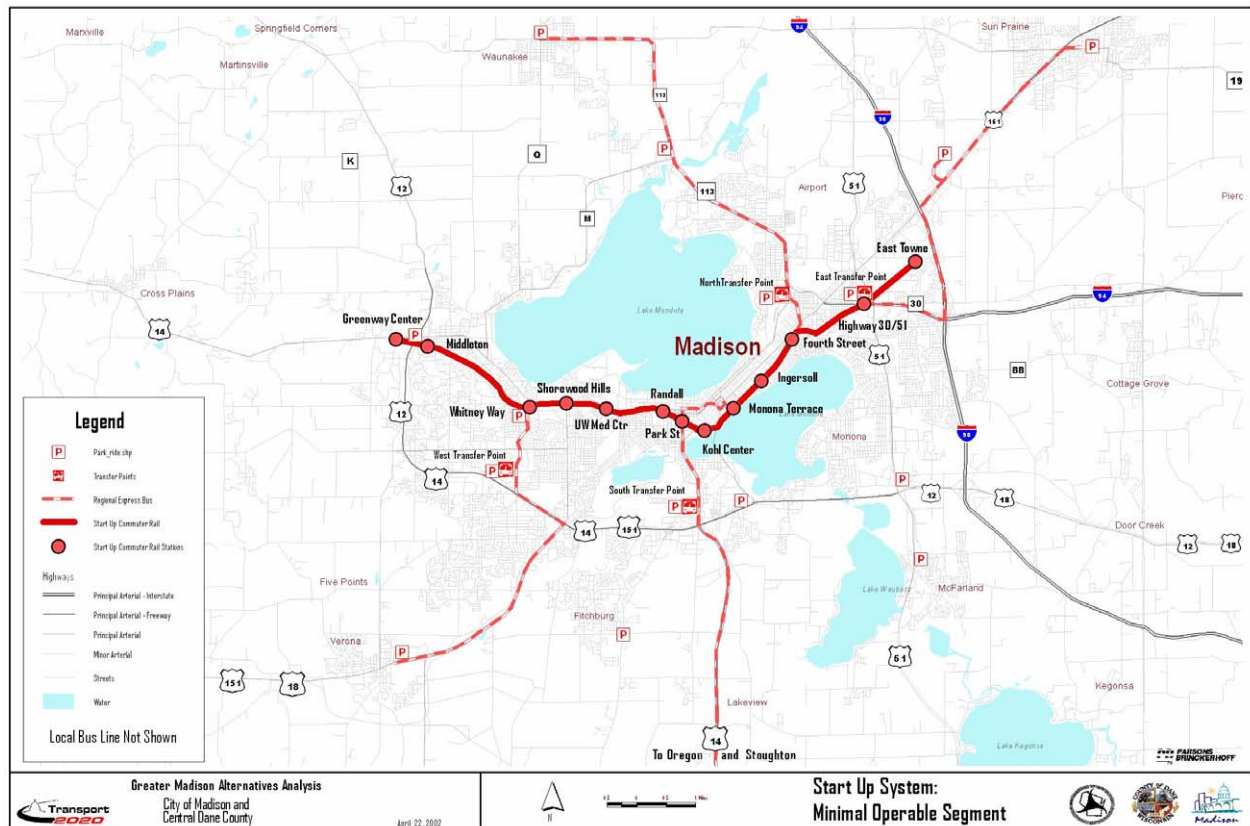
- USH 151 (American Parkway to Sun Prairie) as a 6-lane freeway
- IH 94 (IH 39/90 to CTH N) as a 6-lane freeway
- Hanson Road Extension (USH 51 to CTH CV) as a 2-lane arterial
- Eastpark Blvd. Extension (American Parkway to Portage Rd.) as a 2-lane collector
- New internal collector streets in the Felland and Reiner Road Area
- Milwaukee Street Extension (Sprecher Rd. to Gaston Rd.) as a 2-lane minor arterial
- New collector street west of Gaston Road (Milwaukee St. extended to CTH T)
- New internal collector streets in Sprecher Neighborhood
- Marsh Road Extension (Voges Road to Femrite Drive)
- Lien Road (N. Thompson Dr. to Reiner Rd.) as a 4-lane minor arterial
- Cottage Grove Road (S. Thompson Dr. to Sprecher Road) as a 4-lane minor arterial

- Reiner/Sprecher/CTH AB (USH 151 to USH 12/18) as a 4-lane minor arterial
- Sprecher Road (Milwaukee St. to CTH T) as a 6-lane minor arterial

C. FUTURE TRANSIT NETWORK

In order to accurately estimate future traffic volumes, it is necessary to assume a future transit network in the Tranplan model. The transit network should reduce the number of vehicles on the roadway. After discussions with the Technical and Policy Advisory Committees it was decided to utilize the transit network of commuter rail and express bus service as proposed in the Transport 2020 Study for their initial system (Minimal Operable Segment (MOS) System). This network is illustrated in Exhibit 12. In the Madison area, there are currently 35 bus routes with daily ridership of about 34,000 passengers. Under 2030 conditions, daily bus ridership is projected to increase by 55% to about 53,000 passengers. The future bus system will include 39 local bus routes and four express bus routes.

EXHIBIT 12 TRANSPORT 2020 MINIMAL OPERABLE SEGMENT SYSTEM



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